



Expectations for this session

- ☐ Short PowerPoint presentation
- ☐ Working Session
- ☐ You participate
- ☐ Move closer to building a brand



What is a Brand?

- ☐ An expectation
- ☐ A promise
- ☐ A differentiation
- ☐ A message



What a Brand Does

- Communicates
- Tells perception
- Tells value
- Sets expectations



Branding

- It helps consumers make choices (Ford vs. Chevy).
- It enables them to discern the level of value (Comfort Inn vs. Four Seasons).



Branding

- Provides predictability
 - (Wal-Mart vs. Nordstrom's)
- Gives more confidence
- Reduces stress

Especially important when little time is available or in unfamiliar settings.

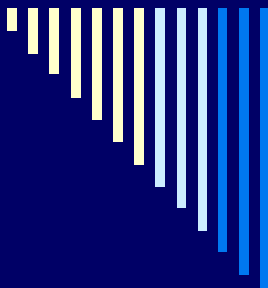
What are you Selling?





Trading Up

- ❑ Callaway Golf (golf clubs)
- ❑ Victoria's Secret (underwear)
- ❑ Whirlpool (appliances)
- ❑ BMW (automobiles)
- ❑ Belvedere (vodka)



You know you have a great brand when..

- Taste- McDonald fries
- Feel- Egyptian Silk sheets
- Sight- Geico cavemen
- Sound- Harley Davidson motorcycles
- Smell- Bath and Body Works
- Imagine- Being in Montana



Imagine Montana

- What expectations are you creating
- What promises are inferred
- You must set expectations and meet expectations, otherwise your clients won't know how to measure their expectations.



Word of Caution:

- Whatever thing wins them, will be the thing that loses them.



Resources

- Strategicom Inc. Murray Steinman, Bozeman, MT
- *Trading Up*, Michael Silverstein and Neil Friske, published by Penguin Group
- *Consumer Behavior 10th edition*, Hawkins, published by McGraw Hill,